

## **Preliminary Questions & Answers for the Graphics RFP JOB #09-11-IT**

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Please find a copy of the questions which were submitted on this RFP by March 30<sup>th</sup>, including the City's answers to those questions:

1. *Will there be a requirement to provide collateral in any additional language?*  
Not at this time.
2. *Will all content be provided or will there be a need for any amount of copywriting throughout the duration of contract?*  
Content will all be provided. Content will be proofed before it is delivered to the designer and again as part of the final acceptance process.
3. *What is the estimated budget for the project at the initial two year term stated in the RFP?*  
The current annual budget for this project is \$7,500. However, cost will not necessarily be the deciding factor for award of this bid, but it will factor into our selection.
4. *Is there a "look" that is already established with the brochures that is meant to be maintained?*  
There is a general look and feel. This is not so strict that new ideas would be unwelcome, nor loose enough that we want a complete re-design. An Acrobat version of the Spring and Summer brochure is available at [http://www.ci.kirkland.wa.us/depart/parks/Recreation\\_Programs/currentbrochure.htm](http://www.ci.kirkland.wa.us/depart/parks/Recreation_Programs/currentbrochure.htm) and the current design has been working well for us.
5. *Are the ads in the brochures given to the designer press-ready to drop in to the layout, or are they built by the designer?*  
Some ads will be provided by an outside source. They are designed to specification – we have an ad spec sheet that we provide for respective clients. Some ads are created by the designer and should be designed in Adobe Creative Suite (Illustrator, Photoshop or InDesign) and saved as a compatible file format (see Ad spec sheet) for the brochure.
6. *Do you have a printer picked out for the publication or does the designer need to get printing bids?*  
We do have a printer and the designer is not responsible for getting printing bids.
7. *And, just so I can bid accurately, how many photos usually come from the City programs (as opposed to being purchased stock)?*  
Some come from City programs, we try to get most that way, but some, including the one for the cover artwork, need to be purchased.
8. *We would like to know if you are currently accepting out-of-state design firms for JOB #09-11-IT and if so, how this would impact your Professional Services Agreement with regards to the requirements for a city business license and other local requirements listed.*  
We do accept out-of-state proposals, and the firm awarded the contract would have to acquire a business license no matter where their primary business is located.

9. *Are there any restrictions for out of state bidders and do you accept them?*

There are no restrictions on our-of-state bidders and we do accept them. Note that our current process does include face-to-face meetings with the designer.

10. *Could you clarify on the committee or members and their involvement in the evaluation and decision process for this project? Contact(s) for project and art review and finalizations?*

Finalists will be chosen by a team from the Parks and Recreation Department and from the Multimedia Services division of the Information Technology Department. Our criteria include cost, "Fit" of the vendor to our design team and process, quality of sample vendor work, and information from reference checks of finalists. Finalists may be asked to interview.

The final deadline for questions remains Monday, April 18<sup>th</sup> at 5:00 pm Pacific time. Additional questions should be submitted to Brenda Cooper at [bcooper@ci.kirkland.wa.us](mailto:bcooper@ci.kirkland.wa.us).